

REACH AN AUDIENCE OF 300,000 READERS

# scottish walks

BENS, GLENS, ISLANDS AND COAST - ROUTES FOR ALL



MEDIA PACK 2018

Publication dates:

**Spring** – February 2018

**Summer** – May 2018

**Autumn** – August 2018

**Winter** – November 2018



If you're *serious* about *targeting* Scottish walkers, then *Scottish Walks* has the answers.



## Let's Get Scotland Walking

[Click here](#) to view the current issue and archive of Scottish Walks

Folk have been climbing and walking in the wild places of Scotland since history began. The roads are new, laid down less than 200 hundred years ago and before they appeared everyone used tracks, or simply took to the heather. This tradition of freedom to roam in the wild places of Scotland is jealously guarded today - everyone has the legal right to walk the hills, the forests and the countryside of Scotland as they wish, provided they act responsibly.

Scottish Walks exists to help people enjoy Scotland's countryside in a responsible way, through a range and variety of walking routes that will suit everyone, from the raw beginner to the experienced Rambler. Our contributors are all regular walkers and writers who know the less travelled trails of the nation like the backs of their hands and they will be sharing all the information required to get our readers out there, enjoying the wild places of this glorious country of ours.

Consider that wild land. Much of it has seen the passage of history for maybe twenty, thirty, some say sixty, million years. The hills were higher then and extended westwards beyond the now blunted teeth of St Kilda before the scouring of water, then ice, carved this great tableland into mountainous shapes; literally hundreds and hundreds of them.

Consider too the indented and convoluted western seaboard of Scotland, a mere 200 miles as the sea-eagle flies but well over ten times that when you follow the crazy contortions of its incredibly varied coastline. Or the remnants of the ancient Caledonian pine forests

of Perthshire, Speyside and Deeside, memorials to the once-massive forest that covered much of upland Scotland. The islands too - the Hebrides, Shetland and Orkney are rich in beauty and variety without equal. And the finest way to explore this land, indeed the only way to explore it, is by foot.

Each issue of Scottish Walks is a celebration of all that is great about walking in Scotland, whether you climb the Munros, amble along forest trails or follow our remarkable coastline. Every issue contains 20 great walking routes, ranging from tough mountain walks to easy strolls in and around our towns and cities. In short, there is something for everyone.

The Scottish Walks team has been publishing outdoor magazines for over 35 years. We want to continue encouraging people to get outdoors and enjoy the beauty of Scotland on their own two feet. We hope you will continue to support us in that aim and we look forward to working closely with you during the next twelve months and beyond. Together, we can get Scotland walking...

Cameron McNeish, Editor

*Through his writing and popular television programmes Cameron McNeish is recognised as one of the UK's best known walkers and commentators. Cameron is currently President of the Backpackers Club, Vice-President of Ramblers Scotland and Patron of Mountain Aid. He was recently awarded an Honorary Fellowship of the Royal Scottish Geographical Society for his services to geography in Scotland and he lives in Newtonmore in the Scottish Highlands where he walks, or cycles, every day.*



## FACTSHEET

- Scotland's highest distributed outdoor magazine with a print circulation of no less than 60,000 per issue.
- Scottish Walks is available in both print and digital format and is distributed quarterly, free of charge, across Scotland's major commuter cities, as well as across the country with a targeted network of bulk distributions into key locations.
- A free Digital e-edition is also available via our website [www.scottishwalks.com](http://www.scottishwalks.com) and has over 18,000 requested digital subscribers.
- On average, every copy of Scottish Walks is read by 5 people, giving a quarterly **readership in excess of 300,000** via the print and digital formats.
- Sold throughout the country in 2,000 selected independent retailers
- Scottish walkers are all passionate about the outdoors with a diverse audience ranging from the beginner right through to the experienced walker.
- Authoritative and passionate editorial from a wealth of experienced outdoor people spearheaded by Cameron McNeish.
- Unique quality coverage of walking in Scotland offering compelling seasonal content that will have them coming back issue after issue.
- A diverse range of walking content to appeal to every level. Every issue will feature:
  - Easy and more difficult walks
  - A focus on a popular walking area in Scotland



## DIGITAL EDITION

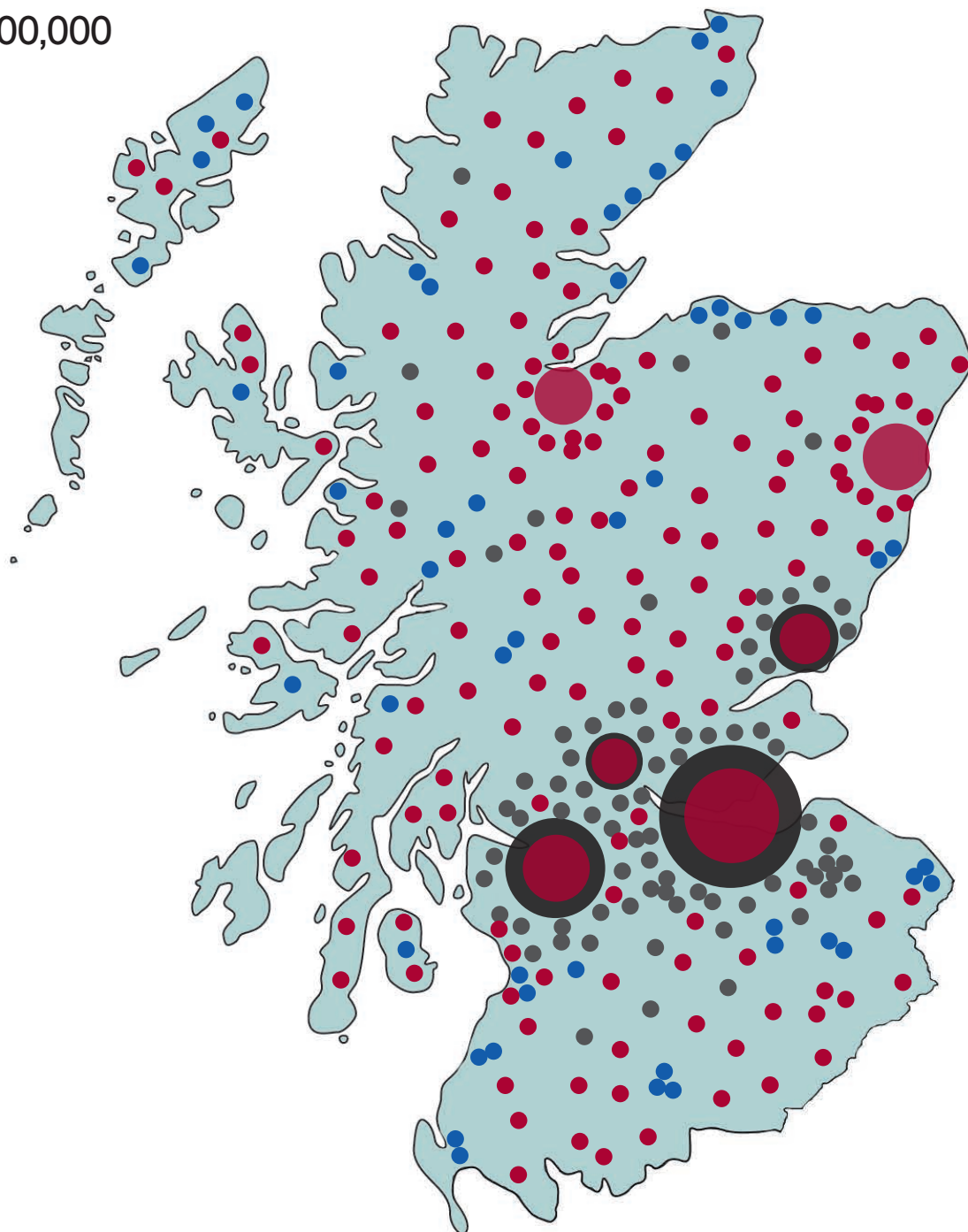
Scottish Walks is also available in a new digital format which brings you the same fantastic content of the print edition but is emailed directly to your inbox.

- All advertisers email and website addresses hyperlinked

The new digital version has all the following added benefits:

- Compatible on iPad, iPhone and all other mobile devices
- Zoom and search facility on each page
- Enlarged, more detailed maps
- Archive for all previous editions so you can store your copies
- Keyword search facility so you can find what you're looking for faster
- Paperless, making your copy environmentally friendly

READERSHIP: 300,000



## UNIQUE, TARGETED DISTRIBUTION NETWORK

Our distribution has been specifically designed for 5 specific, tailor-fitting layers to provide maximum availability for Scottish walkers and market saturation for advertisers.

1. **Bulk drops** - No less than 35k copies will be available FREE throughout Scotland, including major cities of Glasgow, Edinburgh, Dundee and Stirling - targeting over 500 outlets such as camping and outdoor shops, army & navy stores, specialist retailers, climbing centres, providers of outdoor activities as well as hotspots such as leisure centres, gyms, selected cafes and public venues.

2. **National media** - 15k copies will be given away FREE with The Sunday Herald, The Herald, Evening Times and The National newspapers.

3. **Specifically targeted** - 10k copies will be distributed FREE to various Scottish walkers favourite clubs, hotels, bunkhouses, etc.

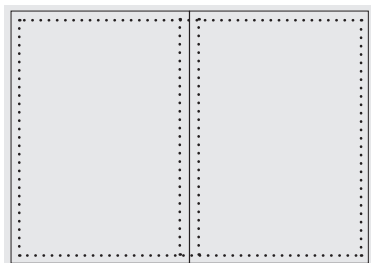
4. **Independent retailers** - 2k will be distributed throughout the country in selected independent retailers.

5. **Digital subscribers** - A free digital edition is also available via our website and has over 18,000 requested digital subscribers.

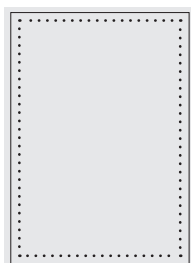
## RATECARD

<b>Double Page Spread</b>	£5500	<b>Back Cover</b>	£????	<b>Series discounts</b> 5% if booking two issues 10% if booking three issues 15% if booking four issues  Agency commission – 10%
<b>Full page</b>	£2995	<b>Inside Front Cover</b>	£3300	
<b>Half-page DPS</b>	£3300	<b>Inside Back Cover</b>	£3100	
<b>Half-page</b>	£1650	<b>Inside Front Cover DPS</b>	£6000	
<b>Quarter page</b>	£850	<b>Sponsorship</b>	P.O.A	
<b>Eighth-page</b>	£450			
<b>Classified (sixteenth)</b>	£??			

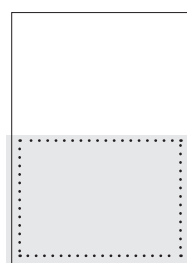
## SPECIFICATIONS



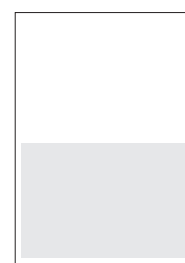
**DOUBLE PAGE SPREAD**  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Type: 280mm(h) x 402mm(w)  
Gutter 18mm (9mm on each page)



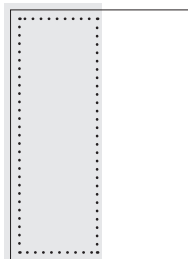
**FULL PAGE BLEED**  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)  
Type: 280mm(h) x 192mm(w)



**HALF PAGE HORIZ BLEED**  
Trim: 146mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)  
Type: 135mm(h) x 192mm(w)



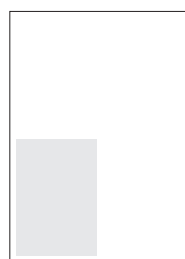
**HALF PAGE HORIZ**  
Type: 135mm(h) x 192mm(w)



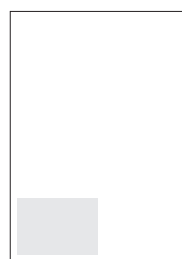
**HALF PAGE VERT BLEED**  
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Type: 280mm(h) x 94mm(w)



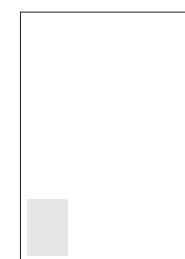
**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



**QUARTER PAGE**  
Type: 135mm(h) x 94mm(w)



**EIGHTH PAGE**  
Type: 65(h) x 94mm(w)



**SIXTEETH PAGE**  
Type: 65(h) x 45mm(w)

**PLEASE NOTE:** Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round

Please ensure you are given a booking reference by your account exec.

We prefer to receive Press Optimized PDF; Photoshop EPS, JPEG or TIFF at 300dpi

## CONTACT

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**Website:** www.scottishwalks.com

# scottish walks

BENS, GLENS, ISLANDS AND COAST - ROUTES FOR ALL

## Don't just take our word for it!

### Rachel Brine, Lowe Alpine

"With Scotland being vital for our brand we use Scottish Walks to reach this audience. The service we have received from the team has been second to none and will continue to work with them as they provide us with a key route to market".

**Lowe Alpine**  
Rachel Brine  
Marketing Manager

Tel: +1 877-567-5135

[www.lowealpine.com](http://www.lowealpine.com)



### Jacci Cameron, Harvey Maps

"Having advertised with Scottish Walks I could not be happier with the service I receive. The magazine is ideal ways of being able to promote our brand and the professional service we receive is second to none".

**Harvey Maps**  
Jacci Cameron  
12-22 Main Street, Doune  
Perthshire, FK16 6BJ, United Kingdom  
Tel: 01786 841202

[www.harveymaps.co.uk](http://www.harveymaps.co.uk)

